| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|---|---|---|---|---|---|---|
| 12. | Jammu and Kashmir Bank | 1 | 0 | 0 | 0 | 0 | 0 |
| 13. | Bharat Overseas Bank | 18 | 0 | 3 | 2 | 4 | 1 |
| 14. | Dhanalaxmi Bank | 6 | 0 | 3 | 2 | 0 | 0 |
| 15. | Sangli Bank | 8 | 4 | 5 | 0 | 1 | 0 |
| 16. | Bank of Rajasthan | 0 | 0 | 0 | 0 | 0 | 0 |
| 17. | United Western Bank | 3 | 0 | 0 | 0 | 0 | 0 |

**Promotion of KVIC**

†2548. SHRIMATI KUM KUM RAI: Will the Minister of AGRO AMD RURAL INDUSTRIES be pleased to state:

(a) whether Government are keeping in view the factors like modern technique and modern fashion for promoting Khadi and Village Industries;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANGH PRIYA GAUTAM): (a) Yes, Sir.

(b) In order to promote Khadi and Village Industries, three brand names *viz.* "Sarvodaya", "Khadi" and "Desi Aahar" have been launched covering various Khadi and Village Industries (KVI) products. The "Khadi Package" announced by the Government on 14.05.2001, mainly consists of creation of packaging and design facilities, measures to promote marketing, renovation and modernization of Khadi Bhavans and Sales outlets, brand building, cluster development, focus on core areas and provision of additional working capital etc. Consequently, to bring out better-designed KVI products, which can satisfy consumer's choice and sustain in market competition, arrangements have been made with National Institute of Design (NID) and National Institute of Fashion Technology (NIFT). A franchise scheme for tapping the private showrooms for marketing of branded KVI products was also launched in Delhi. A large number of exhibitions for selling these products have also been organized in the country.

(c) Does not arise.

† Original notice of the question was received in Hindi.